

Newark Riverfront Revival
Riverfront Park Event Survey Statistics
Summer 2016

Newark Riverfront Revival programming hosted over 100 days of programming at Newark Riverfront Park throughout Summer of 2016 drawing over 15,000 attendees. The majority of event attendees came from all of Newark's five wards (79%) with the East Ward having the highest percentage of visitors (47%), and extended beyond to Essex County (7%), South/Central New Jersey (5%), New York City (3%), Philadelphia and as far as Texas and California to visit the Park. We had a significant percentage of first time visitors at 22% and with 80% of approval ratings at 9 or 10, based on a scale of 1-10, with 10 being the highest rating.

Park visitors received information from a wide variety of sources including email (30%), social media (29%), word of mouth (25%), email (9%), and the website (7%).

The most popular events at Riverfront Park continue to be our Riverfront House music night which consistently drew an attendance over 1,000 per event. In addition, the Independence Day Celebration held in collaboration with Councilman Amador brought over 2,000 attendees.

Statistics are compiled based on surveys distributed at events throughout the summer season and totaled 362 surveys.

Event Attendance Breakdown:

June: 2,739

July: 5,916

August: 3,955

September: 1,297

October: 1,500

Total: 15,407

Newark Attendance by Ward:

East Ward: 47%

Central Ward: 13%

South Ward: 24%

West Ward: 12%

North Ward: 4%